

**Central Hollywood Coalition  
Sunset & Vine BID Board Meeting**

**MINUTES**

January 13, 2015, 4:00 – 6:00 p.m.  
Taglyan Complex

**Officers and Directors Present**

Carol Massie, President, McDonald's Restaurants  
Fabio Conti, Vice President, Fabiolus Cucina  
Elizabeth McDonald, Secretary, The Los Angeles Film School  
Brian Folb, Paramount Contractors  
Chase Gordon, Avison Young  
Elva Hernandez, Hudson Pacific Properties  
Fred Rosenthal, Ametron  
Arthur Stroyman, Kilroy Realty Corporation  
Melissa Logan, Amoeba Music

**Absent**

Charles Eberly, The Eberly Company  
Kitty Gordillo, Hollywood Wilshire YMCA  
James Haydu, ex-officio member, SEE-LA  
Michael Pogorzelski, Academy of Motion Pictures Arts & Sciences

**Consultants**

Joe Mariani, Hollywood Property Owners Alliance  
Kerry Morrison, Hollywood Property Owners Alliance  
Devin Strecker, Hollywood Property Owners Alliance

**Guests**

Sheila Gonzaga, Marathon Communications  
Ed Miller  
Scott Cooper  
Edgar Khalatian

**I. Call to Order**

Carol Massie called the meeting to order at 4:08 p.m.

**II. Public Comment & Introductions**

- No public comments nor Introductions
- Sheila Gonzaga introduced the team from Rescore and Cal-Coast Development, planning to build a mixed use development at the juncture of Cahuenga and Fountain. The project will include 369 units of multi-family housing, creative office and retail.

**III. Approval of Board Minutes**

The minutes from the November 11, 2014 board meeting were distributed to the board.

**It was moved by Melissa Logan, seconded by Elizabeth McDonald, and CARRIED to approve the minutes from the meeting on November 11, 2014. Unanimously approved.**

**IV. Treasurer's Report – Sarah Besley**

- A. **Financial Statements:** Morrison walked the board through the 12/31/14 financial statement. It indicated that because of cash on hand at year end amounted to \$101,324 more than was anticipated when the budget was created in November 2014, the board had options with respect to how to allocate it. One option would be to divide those additional funds into the budget categories in accordance with the percentage breakdown of the Management Plan. This would increase the 2015 overall budget from \$1,624,465 to \$1,721,062. A second option is to adhere to the budget already adopted and presented to this city, and acknowledge that there are surplus funds that remain unallocated this year. Morrison mentioned that this is the approach used by the Hollywood BID each year.

Morrison suggested discussing this further with the Treasurer, and coming back next month with a recommendation. In the meantime, the budget for 2015 remains as it was adopted in November.

**It was moved by Fabio Conti, seconded by Fred Rosenthal, and CARRIED to approve the 12/31/14 financial statement. Unanimously approved.**

- B. **2015 Planning Report:** The finalized 2015 Planning Report, a requirement of the city of Los Angeles, was included in the packet. Morrison advised the board that they had received a draft copy in November, but this is the final. It is a narrative of the budget – describing the programs and activities to be undertaken in the coming year. It is predicated upon a \$1,624,465 budget.

**It was moved by Chase Gordon, seconded by Brian Folb and CARRIED to approve 2015 Planning Report for the Sunset & Vine BID.**

**V. COMMITTEE & PROGRAM REPORTS**

- A. **Marketing and Communications – Devin Strecker and Joe Mariani**

1. Working Group: Strecker reminded the board that there had been a few volunteers who wanted to work on some marketing strategies for the new year – Fabio Conti, Brian Folb and Chase Gordon. He provided a snapshot of some of the things that are going on in the Hollywood BID, largely stimulated by the guidance of a PR firm that the BID hired in 2013. The Hollywood BID has sponsored several blogger tours, and has two coming up within the month – a “foodie” tour and an “up and coming” in Hollywood tour. There is also a group that will be formed to plan an organic music festival which will curate and brand and promote existing offerings in both BIDs. There has also been an intentional expansion of social media. These are the type of ideas that will be explored by the committee.

2. **Visitors Guide:** Strecker reported that the 2015 Visitors Guide would likely be printed by the end of the month. He pointed out that it is becoming increasingly difficult to sell the places on the map because businesses and attractions seem to be cutting back on print advertising.

**B. Streetscape & Planning Committee**

1. **“Hollywood on the Move” Mobility Summit:** Morrison reported that the new date for the mobility summit will be February 11, location TBD. Now, instead of bringing in the New York consulting team to share the NY experience, the focus initially will be to educate Hollywood stakeholders as to the possibilities that exist with respect to vehicle traffic, parking innovations, transit, bike lanes and strategic street closures. The new head of the city’s DOT will be the featured speaker.

2. **Cherokee headquarters for Clean Street:** Mariani reported that he had the keys in hand for the leased space that will serve as the headquarters for the Clean Street crew. This week the power will be activated. Mariani mentioned that the HED BID will pay the monthly rent (\$1,250) but perhaps the SVBID could pay the utility cost. Once more is known about utilities, the board will be consulted.

3. **Sunset & Vine Streetscape Plan:** Morrison reported that in the coming year, it is the intent of the Streetscape Committee to develop a streetscape plan for the BID. This plan would be a “blueprint” for future improvements in the District related to trees, street furniture, lighting, parkways and other amenities. It had been the intent to hire a consultant to develop the plan. There was discussion around the potential to hire Sarah Besley, who is now serving as a planning consultant and this type of work would fall within her purview. It was suggested that a competitive process be initiated to surface any other potential consultants. Morrison suggested a “request for qualifications” which requires less effort for potential bidders than a full scale “request for proposal.” This will be assigned to the Committee.

**C. Security Committee – Kerry Morrison, Fred Rosenthal**

1. **Homeless Count January 29, 2015:** Morrison reported that the homeless count will be on January 29 in Hollywood from 10 p.m. to 1 a.m. She noted that three board members had already signed up and thanked them.

2. **Americorps Partnership:** Morrison reported on a service program, that is federally funded and administered by the Weingart Foundation downtown. It is called “Hope for the Homeless” and links Americorps workers with agencies and organization to provide specific work. The Center at Blessed Sacrament will be hiring two Americorps workers, and Morrison had arranged, with Hollywood BID support, to hire one worker for 10 months at the approximate cost of \$10,000. This person will be tasked with homeless outreach and because, based upon the monthly homeless count numbers conducted by BID security, half of the homeless individuals reside in the Sunset BID. It was suggested that the Sunset BID budget contribute to this program.

**It was moved by Brian Folb, seconded by Chase Gordon and CARRIED to contribute \$5,000 to support the Americorps worker doing homeless outreach in the Sunset BID area.**

**D. Nominating Committee**

Morrison reported that the Nominating Committee – Charles Eberly, Elizabeth McDonald and Richard Falzone – had recommended the following candidates to serve two year terms, starting in February, 2015. The slate announcement was mailed to the property owners on November 21.

- David Calabrese – CIM Group
- Brian Folb – Paramount Contractors
- Melissa Logan – Amoeba Music
- Carol Massie - McDonalds
- Michael Nourmand – Nourmand & Associates
- Arthur Stroyman – Kilroy Realty Group
- Joyce Williams-Maxwell – Emerson College

She also mentioned that the Nominating committee will need to work on a slate of officers to bring to the February meeting and that if any member of the board was interested in serving as an officer to reach out to the committee.

## **VI. Staff Reports**

A. **Public Records Requests:** Morrison reported that there has been a continuing series of requests for records held by the HPOA staff and the vendor, Andrews International. Because of the volume of the requests, and the impact on a small staff to try to identify and produce the information, the HPOA has hired an attorney to advise on compliance. Board members expressed concern about the staff's ability to do their job in the face of continuing requests which take them away from their work serving the BID.

B. **Directors and Officers Insurance:** Morrison reported that the D&O Policy had been renewed, with only a minor cost increase over last year. The cost will be approximately \$5,200.

C. **Staff transitions:** Morrison and Mariani reported that with the departure of Sarah Besley from full time status, a new Operations Coordinator had been hired. His name is Matthew Severson and he will start on Feb 2. Further, Ginnie Gallo will become a "fuller" part time employee, increasing her time from six days a month to three days a week. Finally, Kerry Morrison will "re-assume" the responsibilities as executive director of the BID for the time being.

D. **Change Order:** Morrison reported that next month she will bring the 2015 Change Order for the CHC/HPOA management agreement.

E. **Bylaws:** Morrison also reported that next month she will bring language for the board to review to amend the bylaws to increase board terms from two years to three years.

## **VII. Next Meeting**

Tuesday, February 10, 4:00 p.m. Location TBD. The board also recommended holding the annual dinner in March.

## **VIII. Adjourn**

The meeting was adjourned at 5:55 p.m.